

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re

Patent Application of

Martyn Butterworth

Serial No. 09/858,174

Filed: May 15, 2001

Examiner: Unknown

IMPROVEMENTS RELATED TO TELECOMS

I, Nancy Dragolovich, hereby certify that this correspondence is being deposited with the US Postal Service as first class mail in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231, on the date of my signature.

Nancy Dragolovich
Signature

8-14-01
Date of Signature

SUBMISSION OF PRIORITY DOCUMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

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AUG 27 2001
Technology Center 2600

Sir:

Enclosed is a certified copy of the priority document for the above-identified application.

Applicant claimed foreign priority in the Declaration previously filed (copy attached).

Respectfully submitted,

David R. Price
David R. Price
Reg. No. 31,557

File No. 13344-9025-00

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Declaration and Power of Attorney For Patent Application AUG 27 2001

Technology Center 2600

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled IMPROVEMENTS RELATED TO TELECOMS (Attorney Docket No. 13344-9025-00), the specification of which is attached hereto.

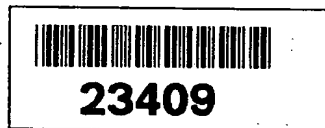
I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims referred to above.

I acknowledge the duty to disclose to the Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, §1.56.

As a named inventor, I hereby appoint the following registered practitioners to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Customer Number

23409

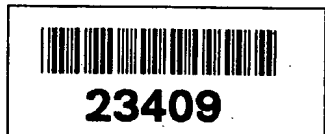
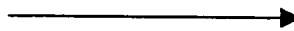


PATENT TRADEMARK OFFICE

DIRECT ALL COMMUNICATIONS IN OR PERTAINING TO THIS APPLICATION TO:

Customer Number

23409



PATENT TRADEMARK OFFICE

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of the foreign application for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

00 11747.3	Prior Foreign Application	
(Number)	United Kingdom	17 May 2000
	(Country)	(Day/Month/Year Filed)

The undersigned to this Declaration and Power of Attorney hereby authorize the U.S. attorneys named herein to accept and follow instructions from Appleyard Lees, United Kingdom as to any actions to be taken in the U.S. Patent and Trademark Office regarding this application without direct communication between the U.S. attorneys and the undersigned. In the event of a change in the person(s) from whom instructions may be taken, the undersigned will so notify the U.S. attorneys.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of inventor:  Martyn Ian Butterworth

Inventor's signature

Date:

Residence:

Citizenship:

Post Office Address:

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United Kingdom

13 Spencer Lane

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INVESTOR IN PEOPLE

The Patent Office
Concept House
Cardiff Road
Newport
South Wales
NP10 8QQ

I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

In accordance with the Patents (Companies Re-registration) Rules 1982, if a company named in this certificate and any accompanying documents has re-registered under the Companies Act 1980 with the same name as that with which it was registered immediately before re-registration save for the substitution as, or inclusion as, the last part of the name of the words "public limited company" or their equivalents in Welsh, references to the name of the company in this certificate and any accompanying documents shall be treated as references to the name with which it is so re-registered.

In accordance with the rules, the words "public limited company" may be replaced by p.l.c., plc, P.L.C. or PLC.

Re-registration under the Companies Act does not constitute a new legal entity but merely subjects the company to certain additional company law rules.

Signed

Dated

16 MAY 2001

Patents Form 1/77

THE PATENT OFFICE
B
17 MAY 2000
NEWPORT

The Patent Office
Cardiff Road
Newport
NP9 1RH

Request for grant of a patent

1. Your Reference **DJC/DMB/S258** **17 MAY 2000**

2. Application numb **0011747.3** **17MAY00 E537341-2 D02846**
P01/7700 0.00-0011747.3

3. Full name, address and postcode
of the or each Applicant **Martyn Butterworth**
T/A Host Holdings
Country/state of incorporation **13 Spencer Lane**
(if applicable) **Rochdale**
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7344633002

4. Title of the invention **Improvements Related to Telecoms**

5. Name of agent **APPLEYARD LEES**

Address for service in the UK to
which all correspondence should
be sent **15 CLARE ROAD**
HALIFAX
HX1 2HY

Patents ADP number **190001**

6. Priority claimed to: Country Application number Date of filing

7. Divisional status claimed from: Number of parent application Date of filing

8. Is a statement of inventorship and
of right to grant a patent required in
support of this application?

9. Enter the number of sheets for any of the following items you are filing with this form. Do not count copies of the same document

Continuation sheets of this form

Description

6

Claim(s)

Abstract

Drawing(s)

1

10. If you are also filing any of the following, state how many against each item

Priority documents

Translation of priority documents

Statement of inventorship and right to grant a patent (PF 7/77)

Request for a preliminary examination and search (PF 9/77)

Request for substantive examination (PF 10/77)

Any other documents (please specify)

11.

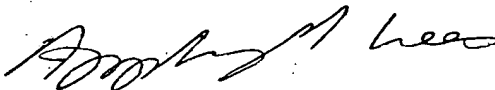
We request the grant of a patent on the basis of this application.

Signature

Date

APPLEYARD LEES

16 May 2000



12. Contact

David J Chugg- 01422 330110

IMPROVEMENTS RELATED TO TELECOMS

The invention relates to improvements to any systems. In particular, the invention relates to method and apparatus for enabling effective advertising or the passing on of supplementary information using the communication networks system.

Up until now, conventional advertising has been achieved by means of radio, TV, or other conventional media such as newspapers, magazines, etc. Increasingly, cold calling has gone ahead by representatives of companies using the telephone system. However, such cold calling by individuals is often un-appreciated by the recipient of the phone call and, often, the person receiving the calls will resort to any excuse to try and, reasonably politely, make their excuses to end the telephone conversation. Also, from the advertising company's point of view, it is often a thankless task cold calling since it is necessary to employ telesales staff who run the risk of frequently being verbally abused by house holders.

According to a first aspect of the invention, there is provided a method for transmitting pre-recorded images using telecom networks, whereby when telecom apparatus is used by a caller to contact a recipient, a message is visually transmitted from messaging equipment to the user to replace the conventional connection tone or text.

Preferably, during transmission of the image, the telecom apparatus is answered by the recipient then the image is arranged to terminate.

Preferably, the image is used in conjunction with traditional tones or text relayed to the caller so that if the telecom apparatus is not answered by the recipient during a predetermined time period, the image which the caller sees is replaced by the conventional tone or text.

A second aspect of the invention concerns a method for transmitting pre-recorded images using the telecom network, in which a recipient of the transmission sees a pre-recorded image upon receiving transmission, the image being relayed, prior to connection between caller and recipient being effected.

In the above aspects, it is preferred that an image is seen by a person making a transmission prior to connection between caller and recipient being established.

The message seen by the recipient is preferably the same image as that seen by the caller.

20

The message preferably has an advertising and/or information content.

Preferably, statistical feed back concerning the number of times a given image was transmitted and, more importantly, the number of times a connection was answered following transmission of an image is provided to an information provider.

Preferably, images are conveyed only to telecom system users who have indicated a willingness to receive such images.

Preferably, telecom users accepting such images are provided with time at subsidised prices.

The subsidy may be borne by providers of the imaging
5 service.

The user is preferably provided with the capability of choosing the type of image they wish to receive.

10 According to a third aspect, there is provided apparatus for implementing a method according to any of the preceding claims, in which the apparatus comprises:
means for detecting a signal on a telecom system indicating that there is an incoming transmission; and
15 means for responding to this detection by replacing a traditional tone or text with the image.

Timer means are preferably provided for terminating the image after a predetermined time period and
20 substituting therefor the telecom tone or text.

Preferably, the apparatus further includes means for terminating the image subsequent to a user connecting to telecom receiver at a call receiving end.

25

Preferably, said apparatus comprises cellular/wired traditional systems and other terrestrial or satellite transmissions.

30 Preferably, the telecom system may be configured so as to convey such images only to system users who have indicated a willingness to receive such images.

Telecom system users are preferably provided with communications at subsidised prices.

The subsidy is preferably borne by providers of the
5 imaging service.

Preferably, a system user is provided with the capability of choosing the type of image they wish to receive.

10

The image may also have audible text transmitted to a caller during a predetermined time period.

The telecom apparatus may comprise a telephone receiver
15 or computer or television receiver or other device referred to simply as telecom apparatus.

The telecom apparatus may be a domestic or commercial system.

20

The predetermined time period, in a preferred embodiment, is five seconds. However, it will be appreciated that alternative time durations may be possible or desirable.

25

In preferred embodiments, the predetermined time period may be selected by an advertising organisation. The advertising organisation may pay an imaging service provider according to the length of the predetermined time
30 period or other criteria such as the particular time during the day in which a particular image is to be transmitted when an incoming call is detected.

For a better understanding of the invention, and to show how embodiments of the same may be carried into effect, reference will now be made, by way of example, to the accompanying diagrammatic drawing, in which:

5

Figure 1 is a schematic block diagram showing how a system in accordance with the principles of the present invention may be implemented. Referring now to the Figure, there is shown schematically caller equipment 1, 10 recipient's equipment 2, a telecom system 3 and add on equipment 4.

The caller equipment 1 and recipient equipment 2 are standard existing equipments (at least in the preferred 15 embodiment). In other words, they represent conventional telephone, television, computer or satellite transmitting/receiving equipment (herein referred to as telecoms). Also, the systems equipment 3 is basically standard but interfaces with add on equipment 4. The add 20 on equipment 4 is triggered by an originating caller 1 dialling transmissions a number corresponding to the connecting number of the recipient caller equipment 2. When detecting a call transmission from equipment 1 to equipment 2, the add on equipment 4 is arranged to transmit 25 an image to the originator caller prior to the connection tone/text. In other words, while the caller using equipment 1 is making a transmission call to recipient equipment 2, instead of hearing or seeing the tone text, the first few seconds of the tone text are replaced with an 30 image which the caller will see. The recipient, when answering the transmission call using the recipient telephone apparatus 2, will, instead of being connected straight away to the originating caller initially see the

image from add on equipment 4. In this manner, images of an informative and/or advertising nature may be passed using the telephone network.

5 The reader's attention is directed to all papers and documents which are filed concurrently with or previous to this specification in connection with this application and which are open to public inspection with this specification, and the contents of all such papers and
10 documents are incorporated herein by reference.

 All of the features disclosed in this specification (including any accompanying claims, abstract and drawings), and/or all of the steps of any method or process so
15 disclosed, may be combined in any combination, except combinations where at least some of such features and/or steps are mutually exclusive.

 Each feature disclosed in this specification (including
20 any accompanying claims, abstract and drawings), may be replaced by alternative features serving the same, equivalent or similar purpose, unless expressly stated otherwise. Thus, unless expressly stated otherwise, each feature disclosed is one example only of a generic series
25 of equivalent or similar features.

 The invention is not restricted to the details of the foregoing embodiment(s). The invention extends to any novel one, or any novel combination, of the features
30 disclosed in this specification (including any accompanying claims, abstract and drawings), or to any novel one, or any novel combination, of the steps of any method or process so disclosed.

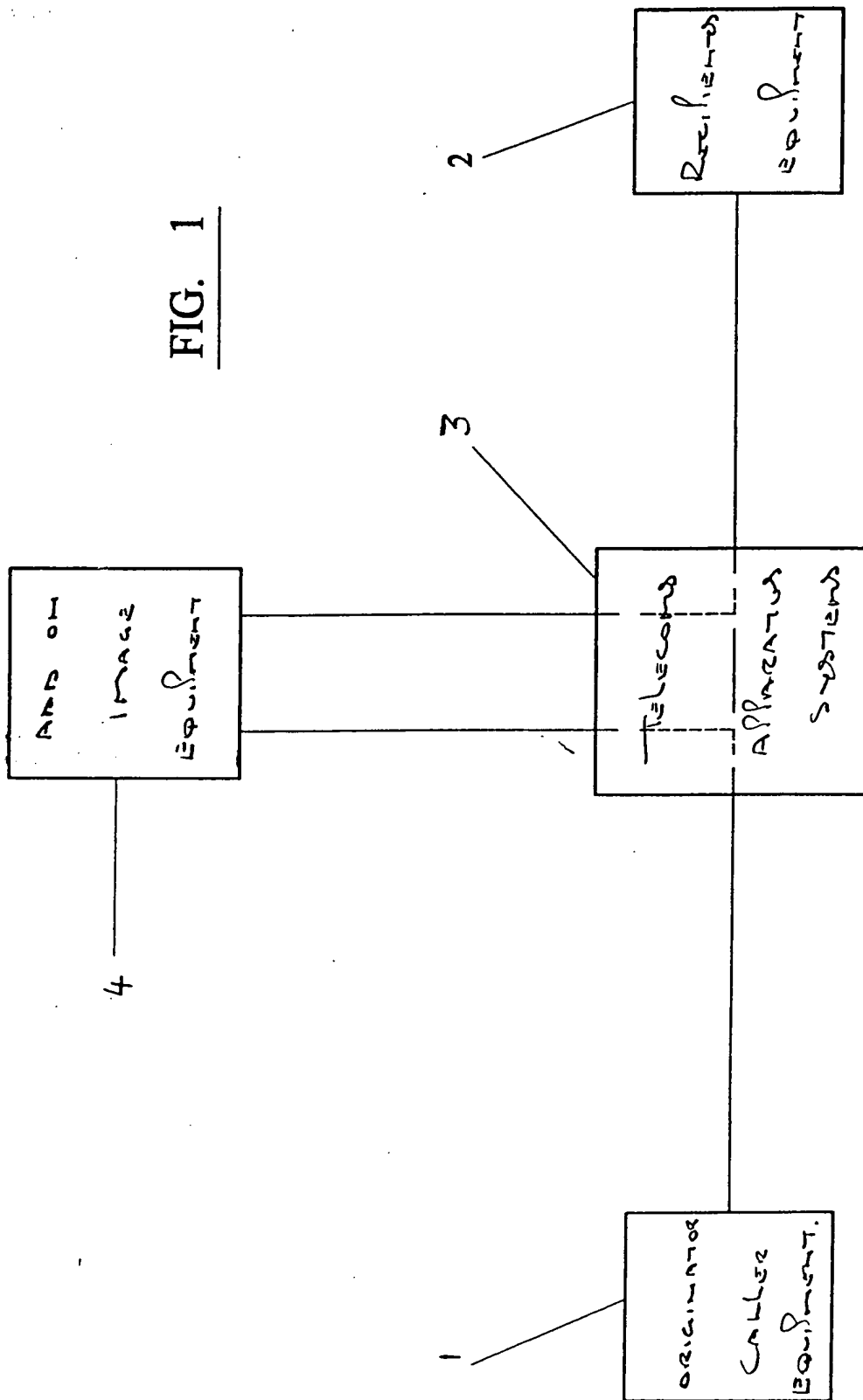


FIG. 1